

Anna Börcsök, jewellery designer

Moholy-Nagy University of Arts, Doctoral School, DLA

Supervisors: András Mohácsi, J.A. Tillmann

2023

THE NARRATIVE JEWELLERY . . .

DESIGN, METHODOLOGICAL RESEARCH, ART NARRATIVES IN DESIGN

THESES

The conceptual framework of the jewelry must be interpreted. Jewelry is a cultural imprint. The jewelry becomes a sign through its relationship to the body. The quality of the jewelry event is determined by the trinity of the viewer and the wearer, which influences what can be considered jewelry in the given time interval and in the given location. All jewelry can be narrative, but not all jewelry is made to convey a message. We can talk about narrative jewelry when the actors of the jewelry phenomenon, the creator, viewer and wearer, parade at a specific time and place, and its permanence depends on the context of the presence of the objects. Narrative jewelry is not necessarily valuable, not necessarily eternal, not necessarily wearable. In all cases, it carries a well-delimited message, which can be supplemented by a description, title, image display or the action itself. Narrative jewelry cannot stand on its own, it needs something or someone extra, which makes it a narrative, a story-telling object. Apparently a new, unknown, area is opening up in the present of art jewelry, which provides a suitable basis for organizing thematic events (competitions and exhibitions). In the dissertation, I will attempt to expand the limits of the interpretation of narrative jewelry and highlight the current scene of the phenomenon by comparing it with some contemporary art phenomena.